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ABSTRACT

Connecting the curriculum of the K-12 classroom with the "curriculum of the living room," this book helps teachers and library media specialists maintain a viable program of visual (or media) literacy by presenting background information on the visual literacy movement and dozens of effective strategies and classroom activities that are ready to implement. This second edition is designed to be used to define media literacy within the North American context; identify and explain basic principles of media literacy; acknowledge that media literacy includes awareness of how audiences use media; articulate a rationale for including media literacy in the curriculum; and integrate film, television, news, and advertising into courses. Chapters in the book are: (1) Media Literacy Gains Momentum: From Television to Telling Vision; (2) Media Literacy: The Purposes, Principles, and Curriculum Connections; (3) The News Blues: From Information to Infotainment; (4) Brought to You Buy: America, Advertising, and the Culture of Conspicuous Consumption; (5) From Living Room to Classroom: Taking Television Seriously; and (6) Movies as Mentors: Teaching with Motion Pictures. Appends a 53-item annotated listing of media literacy organizations, periodicals, websites, and videotapes. (RS)

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